

Sec. 435½, P. L. & R.
U. S. POSTAGE
PAID
New York, N. Y.
Permit 5581

News Letter

No. 75

October 1, 1930

Sales Training Conference

The following papers will be presented at the Sales Training Conference to be held at the William Penn Hotel, Pittsburgh, Pa., on Monday October 20, 1930:

Where Should Sales Training Costs Be Charged? By R. F. LOVETT, Manager, Personnel Research Department, The Procter & Gamble Co.

Training Dealers Sales Managers to Train, by DAVID R. OSBORNE, Training Director, The Studebaker Corporation of America.

The Use of the Organized Sales Talk, by JAMES A. PRESTON, Educational Department, The Penn Mutual Life Insurance Company.

Analyzing the Job of the Sales Manager; His Responsibility For and Part in Sales Training, by EARL W. BARNHART, Chief, Commercial Educational Service, Federal Board for Vocational Education.

There will be a dinner meeting with the Pittsburgh Personnel Association at the University Club, at which the speaker will be R. H. FOGLER, Director of Personnel, W. T. Grant Company, on the subject, **Making An Organization Personnel Conscious and Effective.**

Consumer Marketing Conference

The Marketing Revolution—What It Means for 1931, will be the theme of the Consumer Marketing Conference to be held on October 21 and 22 at Pittsburgh. The following are the main topics for the program:

Tuesday, October 21

9:30 A.M. Trends in the Manufacturer's Choice of Marketing Channels, by DR. HARRY R. TOSDAL, Professor of Marketing, Graduate School of Business Administration, Harvard University.

There will be discussion by the following in terms of their particular activities and experiences but particularly in terms of what is happening in their general line of business.

PAUL G. HOFFMAN, Vice President, The Studebaker Corporation of America.

H. R. LANE, Vice President, The Kendall Company.

W. M. ZINTL, Division Manager, Paint, Varnish and Lead Division, E. I. du Pont de Nemours & Company.

H. W. DODGE, General Sales Manager, The Texas Company.

F. M. PAYNE, Director of Sales, White Sewing Machine Company.

R. D. KEIM, General Sales Manager, E. R. Squibb & Sons.

F. A. BOEYE, Vice President, North American Cement Corporation.

R. C. POYSER, General Sales Manager, C. G. Conn, Ltd.

E. STANLEY GRANT, In Charge of Market Research Department, Individual Drinking Cup Co.

2:00 P.M. Through What Wholesaler Should the Manufacturer Sell? By E. M. WEST, Marketing Advisor.

There will be leaders of discussion as follows:

WILLARD E. FREELAND, Vice President, Freeland, Wansker, Bates & Lawrence, Inc.

J. H. MOORE, Treasurer, Pabst Corporation.

LAWRENCE MEAD, Research Manager, The Blackman Company.

J. W. MILLARD, Director of Research, Erwin, Wasey & Company.

DR. C. E. GRIFFIN, Dean, School of Business Administration, University of Michigan.

Wednesday, October 22

9:30 A.M. **Chain Store Developments and What They Mean to the Manufacturer**, by GODFREY M. LEBHAR, Editor, *Chain Store Age*.

11:00 A.M. **Department Store—Manufacturer's Relationships**, by E. A. FILENE, President, Wm. Filene's Sons Company.

There will be discussion of this paper by GEORGE W. HOPKINS, Consulting Sales Executive.

2:00 P.M. **Whose responsibility Is It to Translate Consumer Demand into Merchandise Style?—A Symposium** by:

Oswald W. KNAUTH, Executive Vice President, R. H. Macy & Co., Inc.

AUGUSTE RICHARD, President and General Manager, The Spool Cotton Company.

RALPH BORSODI, Director, Analytical Bureau, Fairchild Publications.

A. E. O. MUNSELL, President Munsell Color Company, Inc.

GRACE ELY, Art Consultant, Research Bureau for Retail Training, University of Pittsburgh.

A feature of the conference will be a discussion of **The Manufacturer's Marketing Policies versus Department Store Merchandising Policies**, by L. R. BOULWARE, General Sales Manager, Syracuse Washing Machine Corporation, and IRWIN D. WOLF, Secretary and General Merchandise Manager, Kaufmann Department Stores, Inc.

This will take the form of a dialogue between MR. BOULWARE and MR. WOLF, MR. BOULWARE undertaking to sell to MR. WOLF the dealership for the "Easy Washer" in Pittsburgh.

MR. WOLF will respond in terms of Kaufmann Department Store merchandising policy.

Style Clinic

The Style Clinic on Thursday, October 23, in the Auditorium of the Kaufmann Department Store will be the event of the presentation of a number of style specialists including the following:

RALPH BORSODI, Director Analytical Bureau, Fairchild Publications.

A. E. O. MUNSELL, President, The Munsell Color Company, Inc.

E. GROSVENOR PLOWMAN, Professor of Marketing; Director, Bureau of Business Research, School of Commerce, Accounts and Finance, Denver University.

GRACE ELY, Art Consultant, Retail Training, University of

This is an unusual and different Clinic which it is expected will be well attended.

Industrial and General

We have recently had the most interesting book on organization, titled, **Industrial and General Management** by HENRI FAYOL. The book, in French, has been published by the Management Institute.

The most interesting phase of the book is the section on certain management theories, such as **Command, Organization, Motivation**.

Because of its unusual content and the difficulty of organization, the Association has copies which are available, with postage included.

Public Relations

The first Conference of the Association will be held in New York on November 20 and 21, 1930. The program is as follows:

November 20—Morning
What Is the Public?

Afternoon Session
Public Contact Training—
of purposes, principles, methods
There will be discussion by public relations men, utility companies, banks, insurance companies, stores, department stores and

November 21—

This day's sessions will be devoted to the study and discussion of typical public relations programs followed by a summary by the Public Relations Surveyor, EARL WHITEHORNE, Assistant to the President, McGraw-Hill Publishing Company.

W. J. GRAHAM, President of the American Association of Life Underwriters, Equitable Life Assurance Society of the United States, will also give a paper on the importance of Public Relations.

nsultant, Research Bureau for
rsity of Pittsburgh.
and different type of Style
ected will be very largely at-

General Administration

nd the privilege of reading a
on organization theory en-
General Administration, by
book, translated from the
lished by the International

phase of the book is a series
n concepts of organization
hand, Control, Function.

ual contribution to the theory
Association has secured 25
able, while they last, at \$1.25

ations Conference

of the Public Relations Di-
New York, probably on No-
o. The subjects on the pro-

—Morning Session

?

oon Session

ning—an extended statement
s, methods and applications.
on by representatives of pub-
rance companies, hotels, chain
es and manufacturers.

ember 21

will be devoted to a presenta-
typical public relations pro-
mmary and an interim report
s Survey Committee of which
Assistant Vice President,
ng Company, Inc., is Chair-

sident of the American Man-
and Vice President of the
ance Society of the United
a paper entitled "The Im-
lations."

New Members

The following have joined or enlarged their mem-
berships in the Association since September 2, 1930.

Company

Class C

The American Insurance Co.

The Linen Thread Company

Class D

American Hair & Felt Company

American Hard Rubber Co.

American Mutual Liability Insurance

C. O. Bartlett & Snow Company

Bristol-Myers Company

Cleveland Tractor Co.

The Cleveland Twist Drill Co.

Royal Insurance Co.

Limited

Allerton House

Central Trust Company of Illinois

The Cleveland File Company

Fairchild Publications

General Dry Batteries, Inc.

Kraft Phenix Cheese Corp.

Lybrand, Ross Brothers & Montgomery

The Middishade Co., Inc.

Monongahela West Penn Public Service Co.

From Other Countries

Banco de la Republica—South America

Massey-Harris Company—Canada

Powell River Company, Ltd.—Canada

Aktisbolaget Max Sievert—Sweden

Individual

Twenty-two individual members have joined the
Association since September 2, 1930.

Reprints Available

Selecting Jewel Men, Jewel Tea Co., Inc.

Old Age Pension and Disablement Allowance
Schemes, Private and Social, in the United States,
by WILLIAM J. GRAHAM, F.A.S., Vice President,
The Equitable Life Assurance Society of the United
States.

On Supplanting the Industrial Fatigue Con-
cept. Reprinted from *The Journal of Business* of
The University of Chicago, April, 1929.

The Teaching of Labor Relations in Engineering
Schools. Proceedings of an Informal Con-
ference of Engineering Educators, held November,
1928.

Getting Organized Cooperation, by SAM A.
LEWISOHN, Vice President and Treasurer, Miami
Copper Company. Alexander Hamilton Institute,
1930.

**Extra Copies of
Publications Available
to Members Only
on
General Management**

<input type="checkbox"/> Trends in Personnel Health Service—G.M. 85..	\$1.50
By W. H. LANGE, Industrial Relations Counselors, Inc.	
<input type="checkbox"/> The Employment and Adjustment of the Older Worker—G. M. 86.....	1.00
By C. R. DOOLEY, Manager, Personnel and Training, Standard Oil Company of New Jersey.	
<input type="checkbox"/> Financial Aspects of Industrial Pensions—G.M. 87	1.00
By BRYCE STEWART, Industrial Relations Counselors, Inc.	

Office Management

- Unit Costs as Measures of Office Output for the Control of Office Expense—O. M. 26. \$.75
By E. J. McADAMS, General Office Manager, Armour and Company.
- Determination of Work Units for Office Machines —O. M. 28.75
By I. O. ROYSE, Manager Office Production, Ralston Purina Co., Inc.

The Association prints a small supply of extra copies of publications in order to meet the needs of members who wish extra copies for distribution within the company.

From the list prices

Individual members may deduct 20%
Company members may deduct 50%
and there are additional discounts
for quantities 26-100, 101-250, etc.

Orders for less than \$1.00 net must be accompanied by cash.

AMERICAN MANAGEMENT ASSOCIATION

20 Vesey Street

New York, N. Y.

Please send me your literature as checked above.

Name

Title

Company

Address

